

M. SARAVANAN

+91-95660 70222 | saravanan_m1969@yahoo.co.in

SALES LEADER & BUSINESS HEAD

PROFILE SUMMARY

Pragmatic and detail oriented **Senior Sales & Marketing Professional** having **25+ years of experience** in providing cross-functional leadership to business in **Construction & Mining Equipment industry**. Currently working as **Vice President – International & Corporate Business** at Propel Industries and has worked with Gmmco, Ashok Leyland, Schwing Stetter, Voltas, and Escorts in the past.

A well rounded professional with passion for delivering results through building lasting relationships with global customers, controlling and optimizing cost, and redesigning business processes & systems. Skilled strategist with ability transforms strategic plans into practical solutions through appropriate utilization of resources and building better relationships key decision makers.

EXECUTIVE LEADERSHIP COMPETENCIES

- ⦿ Stakeholder Management
- ⦿ P & L Accountability
- ⦿ Cross – Functional Leadership
- ⦿ Sales & Marketing
- ⦿ Channel Development
- ⦿ Sales Forecast & Budgeting
- ⦿ Strategic Partnerships
- ⦿ Business Finance
- ⦿ Team Building & Mentorship
- ⦿ Change Management
- ⦿ Negotiations
- ⦿ Customer Service

CAREER HIGHLIGHTS

- ☑ **Leading the International & Corporate Business at Propel Industries**, a manufacturer of wide range of crushing & screening equipment, managing a **P&L of Rs 320 crore**
- ☑ Created a new business **sales & service network** business in **North & Eastern India** with **revenues of Rs 600 crore** at Gmmco; developed product support capabilities, business strategy, marketing plan and turnaround roadmap
- ☑ Turnaround the loader business to **30% market share** in Line Stone Segment and delivered **40% market share** for soil compactors at Escorts
- ☑ Instrumental at securing **Rs 1850 crore world's largest single mining & construction equipment order** from CIL for Voltas
- ☑ Developed a **growth plan and achieved Rs 200 crore business** for concreting equipment at Schwing Stetter

- ☑ **Represented companies at global forums** and forged partnerships with key decision makers in the industry

PROFESSIONAL EXPERIENCE

VICE PRESIDENT – INTERNATIONAL & CORPORATE BUSINESS – Propel Industries Pvt. Ltd. – Jul'16 to Present

Propel Industries is part of the 50 years old AV Group and a manufacturer and marketer of wide range of Crushing and Screening Equipment which it is supplying to both domestic and international markets.

- **Led Sales & business initiatives** that are consistent with BU growth strategy and secure profitability. Also, set short-term and long-term goals for the BU along with identifying sales opportunities.
- Design and **execute strategic business plans**, create and implement sales plans to meet organizational goals; review sales & marketing strategies; plan, direct and control **marketing budgets** in accordance to sales plan
- Responsible for **streamlining business operations**, improving revenues, driving high-quality customer service and maintaining costs (people, marketing and operations) within budgets
- **Recruit, mentor and nurture young managers** to take up responsibilities and deliver as per organizational requirements. Play a key role in creating a culture of growth and recognition within the sales team
- Proficient at **pricing and budgeting. Mitigate risk factors** through careful analysis of financial and operational data. Manage change effectively in an evolving global business environment
- Identify and **screen potential business opportunities** by analyzing market strategies, requirements, potential, and financials; evaluating options; resolving internal priorities
- Lead **marketing and branding initiatives** to improve market position of the company, actively participated in trade shows and industry meets
- **Anchor Promotion planning** for the company, and ensured improvement in promotion effectiveness in order to improve returns from company promotion budget
- Oversee the **product management** including market and customer research for market and product requirement, interface with Principals for product development & pricing
- **Negotiated complex sales & service contracts** on behalf of the company

GENERAL MANAGER SALES & MARKETING – Gmmco Ltd. – May'08 to Jun'16

- Handled sales and marketing for multiple products including Crawler Crane, Telescopic Crane, Pilling Rigs, Tower Crane, Steel Mill MH Equipment, Wheel Loaders & Tracked Crushers, Daimler Trucks, Motor Graders, Dozers, and Industrial Engines

- Introduced multiple global brands in India through strategic partnerships
- Consistently improved contribution from Allied Business to meet business objectives

HEAD MARKETING & CUSTOMER CARE – PLHT, Hinduja Group – Nov'05 to Apr'08

- Handled marketing and customer service for after chassis product and special defense products
- Transformed the organization with strategic planning to deliver improved P&L objectives

NATIONAL MARKETING MANAGER – Schwing Stetter India – Jan'04 to Oct'05

- Worked with German MNC and handled Pan India marketing for Batching Plant, Transit Mixer, Concrete Pump, Boom Placer & Short Crete pump

REGIONAL MANAGER – Voltas Ltd – Aug'99 to Dec'03

- Exposed to sales and marketing of Hydraulic Excavator, Loader, Dozer, Motor Grader, Pipe Layer, Mining Shovel, Dumper, Cranes, Reach stacker & Mobile Crushers
- Instrumental at **securing a large 22 units (Rs 65 crore) pipe layer order** from NLC
- Created market for Tracked crusher and delivered **Rs 80 crore of revenues** in this segment

BUSINESS MANAGER – Escorts – Jul'91 to Jul'99

- Managed sales & marketing for Mobile crane, Soil compactor, Loaders, Excavator, Fork lift Truck and Ariel work platform
- Delivered **Rs 50 crore sales** for pick & carry crane from the quarry segment

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MARKETING) – Pondicherry University, 2009

BACHELOR OF ENGINEERING (MECHANICAL) – Madurai Kamaraj University, 1991

OTHER INFORMATION

- **Date of Birth:** June 01, 1969
- **Address:** Plot No 102, Ezhil Nagar 7th Street, Ayapakkam, Ambattur, Chennai- 600077, India